Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of the claims in the application:

Listing of Claims:

What is claimed is:

1. (Currently Amended) A system for modifying an original document with original document portions sent over a communications network by a plurality of content providers, said system comprising:

[[a)]]a plurality of user sets ~~are~~ coupled to said communications network for receiving said original document with said original document portions, each user set comprising:

[[i)]] ~~a database~~ memory for storing a list of ~~undesired~~ parameters;

[[ii)]] a controller for comparing the contents of the original document to said ~~undesired~~ parameters to determine if the contents of original document include ~~any~~ an undesired portion[[s]]; and

[[iii)]] a swapping ~~component~~ mechanism for sending a swap order to a substitute document server, if the controller determines that an undesired portion exists; ~~and~~

~~b) a,~~ wherein the substitute document server ~~for receiving~~ receives said swap order and when a swap order is received, ~~sending~~ sends a substitute null document portion to said user set that sent said swap order, and

wherein said swapping ~~component~~ mechanism receives said substitute null document portion and inserts said substitute null document portion in place of said undesired portion before presentation to a user of said user set, thereby obtaining a modified document.

2.   (Currently Amended) The system of Claim 1, wherein said controller is located on the premises of a service provider located between said communications network and said controller and said swapping ~~component~~ mechanism is integrated with said controller.

3.   (Currently Amended) The system of Claim 1, wherein said original document portions are data packets.

4.   (Currently Amended) The system of Claim 1, wherein said list of ~~undesired~~ parameters comprises junk mail content information.

5.   (Currently Amended) The system of Claim 1, wherein said list of ~~undesired~~ parameters comprises virus information.

6.   (Currently Amended) The system of Claim 1, wherein said list of ~~undesired~~ parameters comprises unrequested confidential content information.

7.   (Original) The system of Claim 1, wherein said communications network is the Internet.

8.   (Original) The system of Claim 1, wherein said user set comprises a computer.

9.   (Original) The system of Claim 1, wherein said user set comprises a television set.

10.   (Currently Amended) A method for modifying an original document with document portions sent over a communications network by at least one of a plurality of content providers to a user set, said method comprising:

    [[a)]]storing a list of ~~undesired~~ parameters;

    [[c)]]comparing the contents of the ~~sent~~ original document to said stored list of ~~undesired~~ parameters to determine if the contents of original document ~~include any~~ includes an undesired portion[[s]];

    [[d)]]issuing a swap order, if ~~the controller determines that~~ an undesired portion exists;

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[[e)]]~~sending~~ receiving a substitute null document portion ~~to~~ at said user set that sent said swap order, when a swap order is issued; and

[[f)]]substituting said null document portion in place of said undesired portion before presentation to a user of said user set, thereby obtaining a modified document.

11.   (Original) The method of Claim 10, wherein said original document portions are data packets.

12.   Currently Amended) The method of Claim 10, wherein said list of ~~undesired~~ parameters comprises junk mail content information.

13.   (Currently Amended) The method of Claim 10, wherein said list of ~~undesired~~ parameters comprises virus information.

14.   (Currently Amended) The method of Claim 10, wherein said list of ~~undesired~~ parameters comprises undesired confidential content information.

15.   (Original) The method of Claim 10, wherein said communications network is the Internet.

16.   (Original) The method of Claim 10, wherein said user set comprises a computer.

17.   (Original) The method of Claim 10, wherein said user set comprises a television set.

18.   (New) A device for modifying an original document sent over a communications network by a content provider, said device comprising:

a controller to identify an undesired document portion in the original document received from the content provider; and

a swapping mechanism for swapping a substitute document portion with the undesired document portion identified by the controller to provide a modified document for presentation to a user.

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19.   (New) The device of Claim 18, wherein the swapping mechanism inserts the substitute document portion in place of the undesired document portion.

20.   (New) The device of Claim 19, wherein the undesired document portion is replaced utilizing a swap order.

21.   (New) The device of Claim 20, wherein the controller communicates the swap order to a substitute document provider that provides the substitute document portion.

22.   (New) The device of Claim 18, which comprises a sizing mechanism to match dimensions of the substitute document portion with dimensions of the undesired document portion.

23.   (New) The device of Claim 18, wherein the controller locates an identifier portion of the original document to identify the undesired document portion for replacement with the substitute document portion.

24.   (New) The device of Claim 23, wherein the identifier portion is a network address, the device comprising memory to store a list of network addresses to identify one of undesired document portions and desired document portions.

25.   (New) The device of Claim 18, wherein at least one of the controller and the swapping mechanism are provided at a user set.

26.   (New) The device of Claim 18, wherein at least one of the controller and the swapping mechanism are provided at a service provider.

27.   (New) The device of Claim 18, wherein the controller receives profile information from a profile bank and the profile information is taken into account when swapping the substitute document portion with the undesired document portion.

28.   (New) The device of Claim 18, which comprises a proxy server including at least one of the controller and the swapping mechanism.

29.   (New) The device of Claim 18, wherein the undesirable document portion is information unsolicited by the user.

30.   (New) The device of Claim 18, wherein the substitute document portion is a null document portion containing no information.

31.   (New) The device of Claim 18, wherein the undesirable document portion is identified by information stored at one of the service provider and a user set.

32.   (New) A service provider system for modifying an original document sent via a communication network, the system comprising:
        a communication link connectable via the communication network to a substitute document server that provides a substitute document portion; and
        a swapping mechanism to receive the substitute document portion and to swap an undesired document portion of the original document with the substitute document portion, wherein the undesired document portion is identified from the original document portion sent by a content provider connected to the communication network.

33.   (New) The system of Claim 32, which operatively receives a swap order from a user set and communicates a modified document to the user set, wherein the modified document includes the substitute document portion.

34.   (New) The system of Claim 33, which comprises a controller to identify an undesired document portion and issue the swap order in response to identifying an undesired document portion.

35.   (New) The system of Claim 32, which comprises a server including the communication link and swapping mechanism.

36.   (New) The system of Claim 32, which comprises a sizing mechanism to match dimensions of the substitute document portion with dimensions of the undesired document portion.

37.   (New) A user set connectable to a service provider system that provides an original document for display on the user set, the user set comprising:

a communication link connectable via a communication network to receive an original document from the service provider system; and

a controller to identify an undesirable document portion of the original document and issue a swap order to swap a substitute document portion with the undesired document portion.

38.   (New) The user set of Claim 37, which includes a swapping mechanism to swap the undesired document portion with the substitute document for presentation to a user.

39.   (New) The user set of Claim 37, wherein the controller locates an identifier portion of the original document to identify the undesired document portion for replacement with the substitute document portion.

40.   (New) The user set of Claim 39, wherein the identifier portion is a network address, the user set comprising memory to store a list of network addresses to identify one of undesired document portions and desired document portions.

41.   (New) The user set of Claim 37, wherein the controller identifies an advertisement and the substitute document portion is selectable by the user.

42.   (New) A method of modifying an original document sent over a communications network by a content provider, the method comprising:

receiving the original document via a communication network;

parsing the original document to identify an undesired document portion;

receiving a substitute document portion from a substitute document server; and

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replacing the undesired document portion with the substitute document portion to provide a modified document for presentation to a user.

43.   (New) The method of Claim 42, which comprises inserting the substitute document portion in place of the undesired document portion.

44.   (New) The method of Claim 43, which utilizes a swap order to replace the undesired document portion.

45.   (New) The method of Claim 44, which comprises communicating the swap order to a substitute document provider that provides the substitute document portion.

46.   (New) The method of Claim 42, which comprises matching dimensions of the substitute document portion with dimensions of the undesired document portion.

47.   (New) The method of Claim 42, which comprises locating an identifier portion of the original document to identify the undesired document portion for replacement with the substitute document portion.

48.   (New) The method of Claim 47, wherein the identifier portion is a network address, the method comprising identifying one of undesired document portions and desired document portions from a list of network addresses stored in memory.

49.   (New) The method of Claim 42, which comprises receiving profile information from a profile bank and taking the profile information into account when swapping the substitute document portion with the undesired document portion.

50.   (New) The method of Claim 42, wherein the undesirable document portion is information unsolicited by the user.

51.   (New) The method of Claim 42, wherein the substitute document portion is a null

document portion containing no information.

52.   (New) A method of modifying an original document sent via a communication network, the method comprising:

receiving an original document including an undesired document portion;

communicating a swap order via the communications network to a substitute document server to provide a substitute document portion; and

swapping an undesired document portion with the substitute document portion to provide a modified document.

53.   (New) The method of Claim 52, which comprises receiving the swap order from a user set and communicating a modified document to the user set, wherein the modified document includes the substitute document portion.

54.   (New) The method of Claim 52, which comprises identifying the undesired document portion from a network address.

55.   (New) The method of Claim 52, which comprises sizing dimensions of the substitute document portion to match dimensions of the undesired document portion.

56.   (New) A method of presenting a modified document to a user for display on a user set, the method comprising:

receiving an original document from a service provider system;

identifying an undesirable document portion of the original document;

issuing a swap order for communication to the service provider system;

receiving a substitute document portion in response to the swap order; and

providing the modified document to a user wherein the modified document has the substitute document portion swapped with the undesirable document portion.

57.   (New) The method of Claim 56, which comprises swapping the undesired document portion with the substitute document prior to presentation to a user.

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58.   (New) The method of Claim 56, which comprises locating an identifier portion of the original document to identify the undesired document portion for replacement with the substitute document portion.

59.   (New) The method of Claim 58, wherein the identifier portion is a network address, the method comprising accessing a list of network addresses to identify one of undesired document portions and desired document portions.

60.   (New) The method of Claim 56, which comprises identifying an advertisement and replacing the advertisement with a substitute document portion selectable by the user.

61.   (New) A computer-readable medium embodying a sequence of instructions that, when executed by a computer, cause the computer to:
        receive an original document via a communication network from a content provider;
        parse the original document to identify an undesired document portion;
        receive a substitute document portion from a substitute document server; and
        replace the undesired document portion with the substitute document portion to provide a modified document for presentation to a user.

62.   (New) A computer-readable medium embodying a sequence of instructions that, when executed by a computer, cause the computer to:
        receive an original document including an undesired document portion;
        communicate a swap order via the communications network to a substitute document server to provide a substitute document portion; and
        swap an undesired document portion with the substitute document portion.

63.   (New) A computer-readable medium embodying a sequence of instructions that, when executed by a computer, cause the computer to:
        receive an original document from a service provider system;
        identify an undesirable document portion of the original document;

issue a swap order for communication to the service provider system;

receive a substitute document portion sent by the service provider system in response to the swap order; and

present a modified document via a user set wherein the modified document has the substitute document portion swapped with the undesirable document portion.

64. (New) A device for modifying an original document sent over a communications network by a content provider, said device comprising:

means for identify an undesired document portion in the original document received from the content provider; and

means for swapping a substitute document portion with the undesired document portion to provide a modified document for presentation to a user.